

KMTV(CBS)- an Emmis station -invests close to \$3,000,000 annually in financial resources to broadcast 20 hours per week of LOCAL newscasts designed SPECIFICALLY to serve the audiences living in the Omaha, Nebraska - Council Bluffs, Iowa region of the U.S. KMTV recently added an additional 1/2 hour of daily news to its M-F morning newscast in response to a need generated by changing lifestyles of our audience as noted in research. We have also added a nightly commentary segment to our M-F 10PM CST newscast that offers analysis on the day's events. This feature is unique to Omaha television. As part of our continuing community outreach, KMTV produces a quarterly one hour public affairs show that airs in the high profile access time period which seeks community feedback on issues such as smoking bans, gambling initiatives and indecency in broadcasting. Representative Lee Terry (R) from Nebraska has participated in these forums and is a big supporter of the commitment to public service demonstrated by this effort. These quarterly shows are produced with a live audience which was solicited by the station in on air promotional announcements. Living in this region requires a major commitment to severe weather warnings. KMTV has invested \$1,000,000 in the past 3 years to upgrading our severe weather forecasting and warning capabilities to properly serve our audience. 3D VIPIR technology allows us to present a coming storm in a three dimensional format that is easier to understand for our audience, thus; enabling our team of professional meteorologists to better protect families from the inherent dangers of severe weather. Our #1 goal at KMTV is to provide the best severe weather coverage in the midwest. Recently, the small town of Hallam, NE. was completely destroyed by a tornado. Our team accurately predicted the crisis, enabled precautions for the residents of Hallam and ultimately proved our competence by virtue of CNN and CBS using KMTV coverage nationally. KMTV airs 9 Creighton University basketball games per year - preempting CBS programming in the process - due to the local demand for this programming. We also have contracted for 4 - one hour specials to air over the next 12 months on a quarterly basis that deal with our growing Hispanic population and the issues they encounter with assimilation. KMTV is an Amber Alert affiliate for Nebraska and has participated in several alerts in the past 12 months. We are a 35 year affiliate for the MDA Telethon and work with Habitat for Humanity to build low income housing in the Omaha metro area. KMTV has an on going commitment to excellence in broadcasting, a commitment to the communities we serve and a commitment to the values of our parent - Emmis Television - a company that embraces the traditional values of being a broadcaster while also seeking new ways ( i.e. the web) to reach out and be active with our audiences.